



Community Building and Communications Workgroup Meeting Minutes 1.2 Taskgroup Meeting January 13, 2009

Items Relevant to Other Workgroups

All workgroups: See general discussion under item "Poverty Summit Alliance." This item is being discussed across workgroups and in DRT meetings. All other topics specifically related to communication plans and tools discussed in previous CBC meetings.

Attendees

Judy Crockett (taskgroup lead)
Erin Skene-Pratt (workgroup chair)
Bill Reid
Gary Heidel
Charlie Mahoney
Mary Lou Keenon
Jeff Padden, PPA staff
Joe Quick, PPA staff

Discussion Items

Review of Previous Discussion Items

- Judy Crockett reviewed with the group its task: to develop a plan for statewide external communication.
- The minutes of the previous meeting (December 9, 2008) was consulted for the sake of reviewing previous discussion items.
 - The Campaign Facebook group page was discussed. It has been set up by Joe Quick. A few workgroup/taskgroup members have joined. It was brought to the attention of the group that State employees are not allowed access to the Facebook application.
 - A list of who should be included in the external communications plan was reviewed.

Statewide Communication Plan

- Judy asked the group for input on how the group is doing, what the next steps should be, how to go about tackling the daunting task of creating the plan, etc.
 - Bill Reid suggested communication with Pace & Partners when devising this plan, and emphasized utilization of other organization and initiative newsletters to communicate the messages of the Campaign.
 - Charlie Mahoney stressed that we can't depend on people going to an information source, but have to deliver the information to them.
- Judy, Jeff, and Erin Skene-Pratt suggested that we engage Pace & Partners for a face-to-face, facilitated discussion/retreat about what this communication plan should include and how it will fit in with the overall communications strategy and plan that Pace is creating for MSHDA. They solicited reactions/opinions from the taskgroup.

- Charlie discussed that one piece of the greater communications plan is the workgroup plan, and meeting with Pace could benefit all parties involved in creating compatible plans.
- Gary Heidel agreed that this process is not just about MSHDA, but about moving the coalition forward.
- Gary Heidel and Mary Lou Keenon will discuss this possibility and connect with PPA to schedule and work out the details. This meeting would be the next 1.2 taskgroup meeting.
- Many in the workgroup are experienced in creating communications plans. Erin described this meeting as more of a coordinated collaboration to actually *develop* the plan, not a “how to” session.
- The goal would be to produce synergy and avoid redundancy among the communications plans.
- All agreed that this meeting would be a great idea.

Tools of Communication/How to Communicate

- The Campaign’s eNews was discussed. Many of the taskgroup members had yet to receive an eNews sign-up e-mail, or the eNews itself. Joe will make sure the full workgroup is receiving the eNews.
 - The eNews should be simple, short, and accomplish the following:
 - ◆ Provide reminder of opportunities and information available
 - ◆ Give recipients a choice of what to read more thoroughly
 - ◆ Send the reader directly to the correct information
 - Jeff mentioned that the MPRI eNews is archived, and past editions can be accessed on the MPRI’s Web site.
 - Gary suggested also looking at the Land Policy Institute’s eNews publication for an example of a navigable eNews, with short blurbs that links back to the broader messages.
- Judy discussed her strong media background and experience (deciding on what to include in press releases [especially on-air]), and how we might translate these tactics into eNews delivery.
 - 15-30 second sound bites work best in radio
 - Very clear and concise messages that were this length made it on the air. That’s how news items were chosen to be read on air.
 - How do we condense our message? Is this a task of this group?
 - ◆ Need to devise the “who, what, where, when, why” message with “The Hook.”

Messages to Communicate

- Messages of the Campaign already exist in a number of resources.
 - The Campaign placemat and other campaign materials contain its mission and goals.
 - Erin and Jeff suggested that these raw materials will need to be refined.
 - ◆ Who will do this refreshing and refining of the language?
 - ◆ Who is the audience for these messages?
 - ◆ How might they be updated?
 - ◆ It was suggested that the CBC workgroup might need to refine the messages and update them, and then present these refinements to the DRT.
- Whatever is done with respect to statewide communication of these messages, they need to funnel down to local representatives and groups.

- Have to make sure that the messages passed on sound important enough to require such communication.
- Messages should be accompanied by the Campaign's recognizable logo, and also funneled through other organizations'/departments' Web sites and e-news publications.

Poverty Summit Alliance

- Bill inquired about what is going on with the Poverty Summit group (Voices for Action, or V4A), and how they fit in with the regions of the Campaign to End Homelessness.
- Jeff explained that this alliance is a high priority on the DRT.
 - In general, representatives from DHS are in favor of integrating and aligning the two initiatives.
 - The goal is to avoid overlap and redundancy, align goals, and ease the burden of those who are involved with both groups so that attendance at two separate meetings is not required.
 - PPA is working with MSHDA and DHS leadership, through the DRT, to structure this alliance.

Tasks Completed

- Campaign to End Homelessness Facebook group page has been created. It is currently not public, and is awaiting discussion within MSHDA to allow employees access. A few workgroup and taskgroup members have joined this group. No content has been added.
- Initial discussion about the CBC workgroup, MSHDA's communications people, and Pace & Partners meeting to work out an external communications plan is underway.

Tasks Assigned

- Joe will be sure to add Mary Lou Keenon to all regular notification and correspondence about this 1.2 taskgroup (in addition to the full workgroup and Strategy 2.0 task groups).
- Gary Heidel and Mary Lou Keenon to discuss the possibility of face-to-face, facilitated discussion/retreat with Pace & Partners to hash out an external communications plan that aligns with the communications plans being established at MSHDA. They will then engage Jeff and schedule a meeting.
- All taskgroup members will look over the Campaign eNews from December and have feedback ready for full workgroup meeting scheduled for Friday, February 16th.

Next Meeting

To be scheduled after discussion with MSHDA, PPA, and Pace & Partners.